

4
2012

RAM 2500/3500



BRAWM



Properly secure all cargo.

CANADA'S LONGEST-LASTING PICKUPS.^[1]

NO PICKUP MATCHES RAM HEAVY DUTY^[2]

- » **TOWING** 13,608 kg (30,000 lb)
- » **GCWR** 17,055 kg (37,600 lb)
- » **ALL-NEW LOAD LEVELLING** Rear Air Suspension
- » **TORQUE** 850 lb-ft, 6.7L Cummins® Turbo Diesel
- » **GAS HORSEPOWER AND TORQUE** 410 hp/429 lb-ft, All-New 6.4L HEMI® V8^[3]
- » **ALL-NEW MULTILINK COIL SPRING REAR SUSPENSION** for Ram 2500

Heavy-duty assignments and serious recreational needs demand that your pickup offer exceptional reliability as well as outstanding towing and hauling with no compromise in ride and handling. The developments and innovations our engineers put into the new 2014 Ram 2500/3500 models leave no doubt that these are the perfect pickups to handle it all because our attitude is to do everything — and do it better than anyone else.

PERCENTAGE, BY BRAND, OF TOTAL PICKUPS SOLD OVER THE PAST 26 YEARS THAT ARE STILL ON THE ROAD TODAY^[4]

RAM	80%
CHEVY	71%
GMC	72%
FORD	67%

THE 6.7L CUMMINS® TURBO DIESEL.

Canada's best-selling and most durable diesel pickup.^[4] Few diesel powerplants have achieved the respect and recognition ably earned by the Cummins name; and none other can claim to deliver Best-in-Class torque, towing and oil change intervals (up to 24,000 km).^[5] When mated to the

AISIN® heavy-duty 6-speed automatic, a properly equipped Ram 3500 pickup can deliver a jaw-dropping 30,000 lb (13,608 kg) of towing capacity and a Gross Combined Weight Rating (GCWR) that reaches a stunning 37,600 lb (17,055 kg).



2014 RAM HEAVY DUTY WITH THE CUMMINS TURBO DIESEL: WINNER OF THE 2014 CANADIAN TRUCK KING CHALLENGE

3/4-TON CATEGORY. The 2014 Canadian Truck King Challenge was a rigorous multi-day event that tested the most popular 3/4-ton pickups in the Canadian market against each other in a series of real-world challenges. All competitors were evaluated on capability, fuel consumption and features.

The Cummins is available with three high-performing transmissions. The available high-strength AISIN AS69RC 6-speed automatic with its beyond-tough components and a massive 322-mm torque converter. The proven and sophisticated 68RFE 6-speed multi-range automatic transmission with driver-adaptive shifting and optimized gear ratios for responsive performance. And the robust class-exclusive G56 6-speed manual^[2] featuring two sided Power Take-Off (PTO) access.

350 HORSEPOWER 660 LB-FT OF TORQUE

CUMMINS TURBO DIESEL IN 2500/3500 WITH G56 6-SPEED MANUAL TRANSMISSION

370 HORSEPOWER 800 LB-FT OF TORQUE

CUMMINS TURBO DIESEL IN 2500/3500 WITH 68RFE 6-SPEED AUTOMATIC TRANSMISSION

385 HORSEPOWER 850 LB-FT OF TORQUE

CUMMINS HIGH-OUTPUT TURBO DIESEL IN RAM 3500 WITH AS69RC AISIN TRANSMISSION

» **STANDARD "SMART" DIESEL EXHAUST BRAKE.** Helps control the descent of your pickup on a slope. Working much like cruise control, the engine brake uses the diesel's turbo to maintain smooth, less aggressive braking while helping to provide vehicle stability and reduced wear on the disc brakes.

» **SEGMENT-EXCLUSIVE RAM ACTIVE-AIR™ INTAKE.**^[2] Here, a computer-controlled valve system in the engine's air box automatically switches where air is pulled from, ensuring optimal performance in all driving scenarios regardless of heat, grade or cold.

» **BEST-IN-CLASS ELECTRICAL OUTPUT.** The new dual 220-amp alternators churn out a Best-in-Class 440 amps of power^[2] — and the engineering includes a convenient "auto idle-up" feature which automatically adjusts output when greater electrical power is needed.

» **CLEAN AND CONVENIENT.** This leader in diesel technology features a Diesel Exhaust Fluid/Selective Catalytic Reduction system which helps deliver Best-in-Class oil change intervals (up to 24,000 km)^[5] and enhances fuel economy.

Over 160,000
TOWING CAPACITY
AND TOWING
TOLERANCE

6.7L CUMMINS TURBO DIESEL^[6]

Over 230,000
TOWING CAPACITY
AND TOWING
TOLERANCE

6.7L CUMMINS TURBO DIESEL^[6]

Information Provided by:



THE ALL-NEW AND FORMIDABLE 6.4L HEMI® V8.



410 HORSEPOWER 429 LB-FT OF TORQUE

RAM 2500/3500 WITH 66RFE 6-SPEED AUTOMATIC TRANSMISSION (370 HORSEPOWER ON 3500 MEGA CAB® MODELS)

» **COOLED EXHAUST GAS RECIRCULATION (EGR) SYSTEM** ranks among the first of its kind for a gas engine; relatively common to diesel engines, the EGR system helps enhance fuel efficiency by cooling and then recycling exhaust gas. It's especially beneficial in heavy-load hauling and uphill towing situations, keeping internal components balanced and functioning at full capacity.

» **LARGE DISPLACEMENT, A HIGH COMPRESSION RATIO AND AWESOME POWER.** A combination of 392 cubic inches of displacement, sophisticated Variable Valve Timing (VVT) and a serious compression ratio of 10:1 all help to unleash Best-in-Class horsepower and torque.^[3]

The largest displacement V8 gasoline engine in the segment,^[2] the available 6.4-litre HEMI V8 with MDS technology delivers a stunning combination of Best-in-Class horsepower, torque and tremendous capability.^[3] It's mated to the sophisticated, multi-range and electronically controlled 66RFE 6-speed automatic transmission with full electronic control of all automatic up- and downshifts. It combines optimized gear ratios for responsive performance and state-of-the-art efficiency.

» **FUELSAVER MDS TECHNOLOGY** seamlessly transforms this 6.4-litre V8 into a fuel-saving 4-cylinder in many highway cruising situations.

» **INTERACTIVE DECELERATION FUEL SHUT-OFF** is transparent, ceasing fuel flow to the engine when decelerating, and contributing to its fuel efficiency.

THE LEGENDARY 5.7L HEMI V8.



383 HORSEPOWER 400 LB-FT OF TORQUE

RAM 2500/3500 WITH 66RFE 6-SPEED AUTOMATIC TRANSMISSION

» **VVT.** Opens and closes valves with exacting precision; the engineering translates into peak performance and increased torque for confident towing and hauling.

» **TOUGH TRANSMISSION.** The 5.7L HEMI V8 is partnered with the long-proven 66RFE 6-speed automatic.

Over 160,000
TOWING CAPACITY
AND TOWING
TOLERANCE

6.4L HEMI V8 AND 5.7L HEMI V8^[6]

OUR WARRANTIES WORK JUST AS HARD AS THE TRUCKS THEY PROTECT.

RIPPED NEW MUSCLE. NEW STEEL BACKBONE.

NEW. CLASS-EXCLUSIVE: THE AVAILABLE ACTIVE-LEVEL™ REAR AIR SUSPENSION^[2] FOR ALL RAM 2500/3500 HEAVY DUTY MODELS.

The all-new and segment-exclusive available Active-Level Rear Air Suspension System gives you outstanding ride comfort and unparalleled control when using your Ram Heavy Duty under the most rigorous conditions and assignments. Comprised of two driver-activated operational modes for Payload (for enhanced load levelling) and Towing (for enhanced rake appearance), this ingenious suspension system redefines capability for today's pickup owner.

The system operates via a dedicated frame-mounted controller, compressor and air tank. In Ram 3500 models, the Auto-Level™ Rear Air Suspension (top) utilizes a single leaf spring which replaces the multi-leaf spring; the air springs are mounted on top of the solid rear axle; additional links on each side of the rear axle allow the air springs and leaf springs to work in tandem for load carrying, with yet further support from the links. Ram 2500 utilizes the same protocols, but replaces the rear coil springs with two air springs (bottom).

Mode selection is operated via a button in the switch bank located on the centre stack and is graphically illustrated in the full-colour multiview in-cluster display. In Payload Mode, the system continually monitors ride heights on both sides of the vehicle and adjusts for load shifting or changes in road surfaces; a level load — even under extreme hauling assignments — is assured.

In the Trailer/Tow Mode, the system lowers the rear suspension approximately 25 mm (1 in.), ensuring a constant and correct alignment between hitch and trailer tongue; Trailer/Tow ensures a level load and creates a parallel and even rake from the front of the pickup through the rear of the trailer. Towing with your Ram Heavy Duty has never been better.



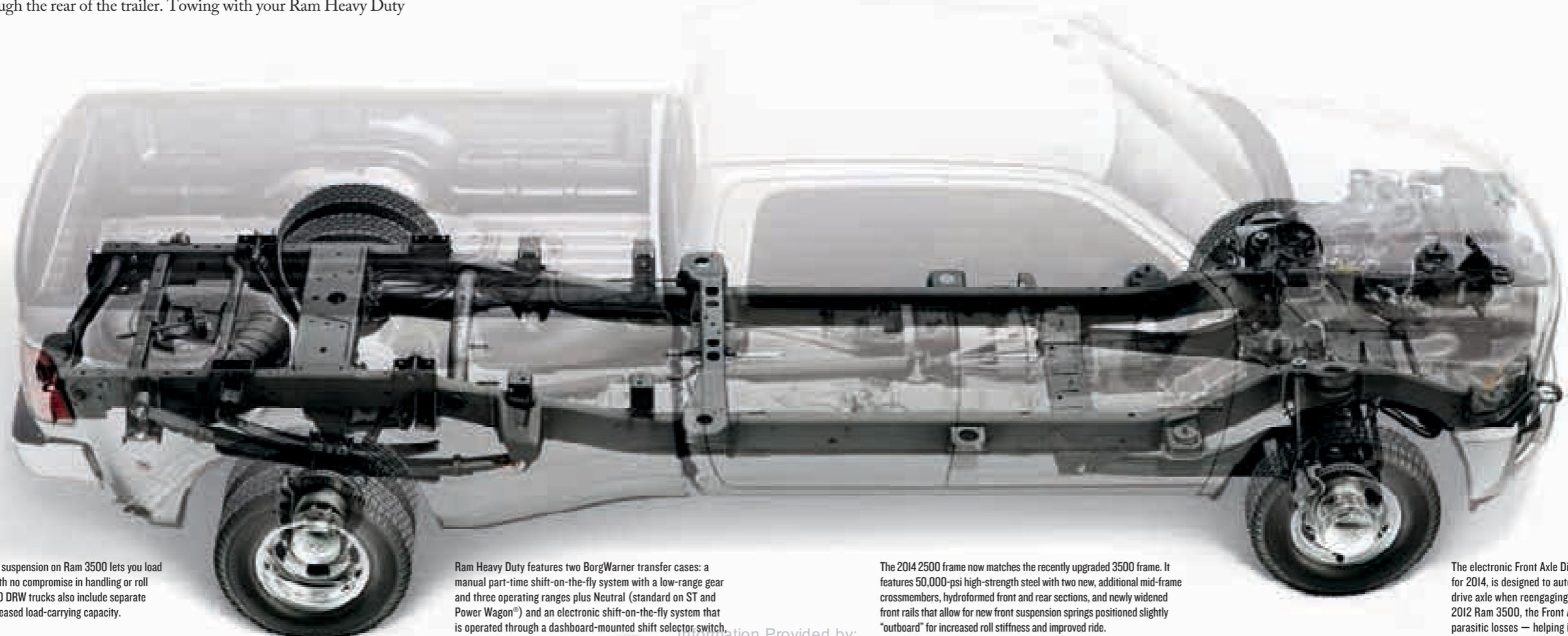
NEW. CLASS-EXCLUSIVE: FIVE-LINK COIL SPRING REAR SUSPENSION FOR RAM 2500.^[2]

Now, all Ram 2500 models get a new and beefed-up five-link coil spring rear suspension with proprietary multi-rate coil springs and heavy-duty fixed-displacement twin-tube shock absorbers. This system is designed to reduce friction and improve handling without any sacrifice in capacity. The results — improved turning ability and exceptional handling on every driving surface and under the heaviest loads.



NEW. CLASS-EXCLUSIVE: THREE-LINK COIL SPRING FRONT SUSPENSION FOR RAM 2500.^[2]

New for 2014 Ram 2500 (and proven by Ram 3500) is the unique three-link coil spring front suspension. It features a larger track bar and steel frame-to-axle radius arms approximately 101.6 cm (40 in.) in length to ensure the roll stiffness required by the higher GVW ratings — now up to 4,536 kg (10,000 lb) for Ram 2500, and up to 6,350 kg (14,000 lb) for Ram 3500.



Information Provided by:

DEALER
E-PROCESS

RAM 3500



30,000 LB (13,608 KG)^[2]



Properly secure all cargo.

RAM 2500 CAPABILITY: STRONGER THAN EVER.

New 2014 Ram 2500 Heavy Duty: An outstanding combination of ride, handling and capability, and one of the most advanced chassis/frames in its class.

MAX PAYLOAD 1,801 KG (3,970 LB)	MAX TOWING 8,151 KG (17,970 LB)	RAM BEST-IN-CLASS
MAX GVWR 4,536 KG (10,000 LB)	MAX GCWR 11,340 KG (25,000 LB)	RAM BEST-IN-CLASS

3500 CAPABILITY: UNMATCHED BY THE COMPETITION.

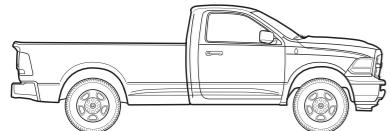
New 2014 Ram 3500 Heavy Duty: Best combination of torque, towing, payload and load-levelling capability.^[2]

MAX PAYLOAD 3,320 KG (7,320 LB)	RAM BEST-IN-CLASS	MAX TOWING 13,608 KG (30,000 LB)	RAM BEST-IN-CLASS
MAX GVWR 6,350 KG (14,000 LB)	RAM BEST-IN-CLASS	MAX GCWR 17,055 KG (37,600 LB)	RAM BEST-IN-CLASS

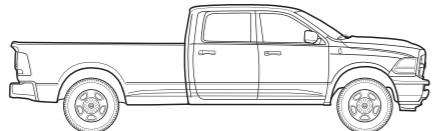
Top honours in towing. The new 2014 Ram 2500 and 3500 offer the superiority you need to handle the toughest jobs. A standard Class V trailer hitch receiver, huge four-wheel disc brakes, heavy-duty engine cooling and an available Fifth-Wheel/Gooseneck Prep Package with a fully integrated rear-frame structural crossmember mean that

these workhorses come straight from the factory backed with Best-in-Class towing capability.^[2] For complete towing confidence, all Ram 2500 and 3500 models are augmented by a standard Electronic Stability Control (ESC)^[7] system, providing exceptional control and monstrous capability.

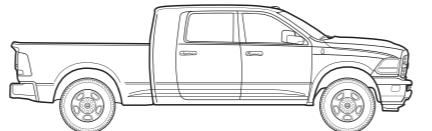
BEST-IN-CLASS TOWING^[2]



REGULAR CAB
UP TO 13,608 KG (30,000 LB)



CREW CAB
UP TO 13,309 KG (29,340 LB)



MEGA CAB®
UP TO 13,232 KG (29,770 LB)



INSTRUMENT-PANEL SWITCH BANK. Manage the standard ESC^[7] the available Trailer Brake Controller, the "smart" diesel exhaust brake or the new Auto-Level™ Rear Air Suspension with fingertip ease. The switch bank even comes with additional auxiliary switches that can be configured for future electrical connections or upfit add-ons.



7-PIN TRAILER CONNECTOR. Ram Heavy Duty models feature smart, factory-installed trailer-connecting technology, with the actual connector integrated into the bed; it's included with the Fifth-Wheel/Gooseneck Prep Package.

FRAME IMPROVEMENTS ARE TOUGH ON THE COMPETITION. Both Ram 2500 and 3500 ride on 50,000-psi high-strength steel frames with eight crossmembers including a rear axle crossmember to help stabilize and maximize towing.

FACTORY-INSTALLED FIFTH-WHEEL/GOOSENECK PREP PACKAGE. Expanding capability, this factory-installed available rear structural crossmember — with provisions for either a fifth-wheel or gooseneck hitch — is fully integrated into the box floor. Available fifth-wheel and gooseneck hitches can be removed when you need flat-floor cargo-carrying capability. Reinforced tie-down points let you easily secure and transport heavy loads (hitch ball not included).



RAM 3500
7,320 LB (3,320 KG)



MAXIMUM GROSS VEHICLE WEIGHT RATINGS (GVWR). Available GVWRs of 6,350 kg (14,000 lb) on Ram 3500 and 4,536 kg (10,000 lb) on Ram 2500 allow for heavier loads in the bed and help these trucks achieve an extremely high Gross Combined Weight Rating (GCWR). Payload is uncontested, with Ram 3500 achieving Best-in-Class payload capability of 3,320 kg (7,320 lb).^[2]

Information Provided by:

DEALER
E-PROCESS



LUXURY. IT'S ABOUT YOU.

Step into a Ram Heavy Duty, and you're stepping up to an extraordinary drive with interior treatments and features unmatched in Ram history. Standout materials, like available premium leather seats and a leather-wrapped steering wheel and shifter, join extraordinary touches that include authentic woodgrain accents on the steering wheel, the instrument cluster and throughout the supremely appointed cabin. This is the ultimate in look, feel, form and function.

Superb interiors are just the start, with abundant space matched with outstanding connectivity. Storage advantages include class-exclusive in-floor storage bins^[2] on Crew Cab models; the most spacious cab in the class^[2] — a Ram Mega Cab® distinction; and, on select models, the convenience of a full-floor centre console with integrated media hub and available LED lighting. The final word in Ram Heavy Duty luxury is the new Laramie Limited model, with its Black full-leather interior, stylish real wood accents and exquisite instrument panel treatments.



Information Provided by:



AMPLE STORAGE, CONVENIENT ACCESS.

Built-in under-rear-seat storage wells on Crew and Mega Cab® models are perfect for transporting items best left out of sight. Large upper and lower glove box compartments offer enhanced space and convenience. The available fold-flat load floor on Crew Cab provides a convenient flat storage surface, great for accommodating large bulky items.

A: RAM 3500 LARAMIE LONGHORN SHOWN IN CANYON BROWN.

B: RAM 2500 MEGA CAB LARAMIE SHOWN IN BLACK.

C: RAM 3500 LARAMIE SHOWN IN BLACK.

BRILLIANT ELECTRONICS.

RAM: INFORMATION AT ITS BEST.



Ram pickups come to work with each trim level presenting an individual and bold gauge cluster and Electronic Vehicle Information Centre display. Select upscale models feature a six-ring instrument cluster that takes its design cues from antique watches and hand-wrought jewellery. In every respect, it's pure Ram.

This is a pickup that delivers vibrant, full-colour graphics from the available 7-inch customizable in-cluster display centre with stunning clarity. You'll scroll through roller-type interfaces with instant vehicle information, including graphics that represent many different menu options.

The level of information is astonishing — and you're in charge of it all.

Ram electronics convey information about virtually every facet of vehicle operation through multiple "smart" modules that communicate with each other. What it all boils down to is knowledge: Ram delivers a wealth of information, with fingertip control: steering wheel-mounted toggle switches take you through dozens of different pages of real-time information — everything from trailer data to critical pressures and powertrain operating temperatures.



DISCOVER A NEW SPECTRUM OF COMMUNICATIONS TECHNOLOGY.

Our world is one of interconnected business and leisure communications that happen at the speed of life. The upgraded systems offered by the Uconnect™ multimedia centres provide innovative simplicity that puts you in control. Available features include:

ENTERTAINMENT. SiriusXM Satellite Radio^[8] with dozens of commercial-free channels. Enjoy premium sound from multi-speaker Alpine® audio systems, the CD/DVD player, USB connectivity and Bluetooth® streaming audio.

PHONE.^[9] It's all here: Bluetooth pairing of multiple phones, contact syncing, voice-activated hands-free calling and pre-formatted text messaging. The system can also automatically synchronize up to 1,000 entries in your Bluetooth compatible phone's address book.^[9]

NAVIGATION.^[10] User-friendly GPS systems with turn-by-turn directions and available 3D displays make travel easy.

VOICE COMMAND.^[9] Allows you to use your voice to select radio stations as well as make/receive calls and select destination entries with the available navigation.^[10] The system features advanced voice recognition in English, French and Spanish.

CONTROLS. All your radio, touch-screen and steering-wheel controls are designed to be easy to find and easy to use. Adjust your seat or cabin temperature, select a music station or make a call without taking your eyes from the road.^[9]





Properly secure all cargo.



Properly secure all cargo.

BEST-IN-CLASS CARGO VERSATILITY.

RAMBOX® CARGO MANAGEMENT SYSTEM.

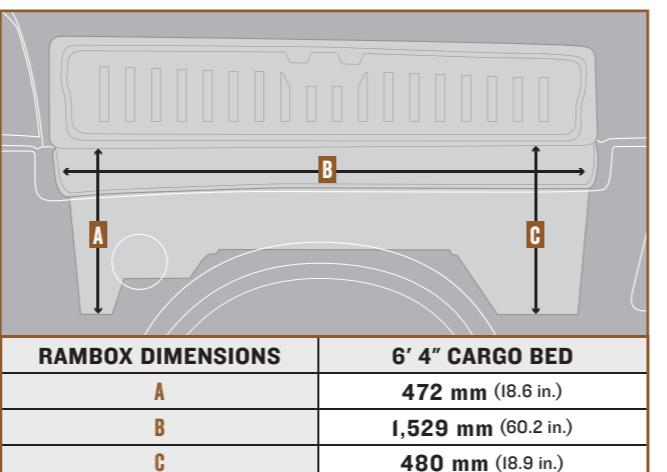
Top honours are earned through innovations like the available RamBox Cargo Management System. When you combine versatility with sheer strength and exceptional engineering, the new 2014 Ram Heavy Duty pickups rise to meet the most challenging industrial and recreational demands.

The reasons are abundantly clear. These pickups offer more choices, sizes and cargo security systems than ever, with extensive storage and cargo-carrying capacity inside

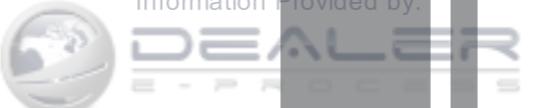
and out. The three Heavy Duty cab sizes — Regular Cab, Crew Cab and, boasting the largest interior room of any pickup in the segment,^[2] the cavernous Mega Cab® — offer enormous latitude, especially with the class-exclusive in-floor storage bins^[2] on Ram Crew Cab models. Cargo bed lengths include 6-foot 4-inch and 8-foot beds, depending on model, giving you all the room you need for work or play.

RAM EXCLUSIVE¹⁴ **REMOTE KEYLESS LOCKING FOR DOORS, TAILGATE AND RAMBOX.^[2]** Lock or unlock all cab doors, the rear tailgate and both RamBox compartments (if equipped) with a click on the fob. Like the available remote Keyless Enter 'n Go™ with its Proximity Entry feature, Remote Keyless Locking offers greater security and convenience.

RAM EXCLUSIVE¹⁴ **THE CLASS-EXCLUSIVE RAMBOX.^[2]** This multi-faceted storage system is available for all Heavy Duty models with the 6-foot 4-inch bed. The system starts with two large, drainable, illuminated and lockable storage compartments, each spacious enough to hold a full golf bag or several power tools. A cargo bed extender/divider (stored at the front of the bed when not needed) lets you customize the cargo bed area and extend usable bed length (reverse it to divide the bed for specific cargo-carrying needs); a built-in cargo bed rail system with four adjustable cleats for secure tie-down points completes the system.



Information Provided by:



AUTHENTIC RAM ACCESSORIES.



ENGINEERED FOR MAXIMUM PERFORMANCE.

YOU'VE GOT PROVEN STRENGTH. NOW BUILD ON IT. Authentic Accessories from Mopar® are the key.

These finishing touches for Ram Heavy Duty are designed and created in collaboration with the engineers behind the new Ram lineup — an engagement that gives you superb fit and finish and the right tools and touches to make your Ram Heavy Duty stand out. Authentic Accessories from Mopar boost capability, protect your Ram, expand convenience and broaden potential for your pickup.

No matter what the activity, Authentic Accessories from Mopar can help — like the pragmatic Ram Holster that carries hunting and fishing equipment and fits precisely into the available RamBox compartment. Look to Mopar to help you get the most out of your Ram Heavy Duty pickup. Find out more at your Ram retailer, or anytime at mopar.ca.



HEAVY-DUTY COMMERCIAL TOOL BOX



SLIDING FIFTH-WHEEL HITCH



REAR BED STEP

CANADA'S MOST CAPABLE FULL-SIZE OFF-ROAD PICKUP.^[2]



Only one full-size pickup leads in severe off-roading: the exceptional Ram 2500 Power Wagon.[®] Capability and control are achieved by a 5,443 kg (12,000 lb) WARN[®] winch, Electronic Stability Control (ESC)^[7] and the 6.4L HEMI[®] V8 with Best-in-Class 410 horsepower.^[2]

When it comes to crawling over rocks, climbing steep inclines or pulling your buddy out of the mud, this Ram is on top, especially with capability being further enhanced with the all-new and segment-exclusive five-link coil spring rear suspension system.^[2] Classic Ram Power Wagon strengths give you electronically locking front and rear differentials, electronically disconnecting front sway bar, Bilstein[®] gas-charged monotube shocks, skid plates for the fuel tank and transfer case and huge 33-inch all-terrain tires.

Interior technology includes available 7-inch, full-colour customizable in-cluster display centre, Uconnect[™] Multimedia Centres with 5- or 8.4-inch touch screens, power driver's seat and power rear window. With three outstanding trim levels, Ram 2500 Power Wagon offers capability, comfort and confidence at the extreme.

» RAM 2500 POWER WAGON[®] FEATURES «

POWER WAGON ST CREW



POWERTRAIN

- 6.4L HEMI[®] V8 with 6-speed Automatic

» STANDARD EQUIPMENT «

INTERIOR AMENITIES

- Air conditioning
- Heavy-duty vinyl 40/20/40 front bench seat
- Power locks/front windows with one-touch up/down
- 3.5-inch Electronic Vehicle Information Centre
- Uconnect[™] 3.0 Multimedia Centre
- Media hub (with USB port and auxiliary input jack)
- Six speakers
- Rear folding vinyl bench seat
- Front armrest with storage and three cup holders
- Rear underseat storage compartment
- Rear in-floor storage bins
- 12-volt auxiliary power outlet
- Mini floor console
- Vinyl floor covering

EXTERIOR FEATURES

- 17-inch aluminum wheels
- Automatic quad-lens halogen headlamps
- Black grille with Black hex-link insert
- Chrome front/rear bumpers
- Black wheel flares and door handles
- Fog lamps
- LT285/70R17D BSW All-Terrain BF Goodrich[®] tires
- Power heated 6- x 9-inch Black manually folding mirrors
- Tow hooks

SAFETY & SECURITY

- Advanced multistage driver and front passenger air bags^[11]
- Supplemental side-curtain air bag
- Supplemental front seat-mounted side air bags
- Four-wheel disc antilock brakes with Brake Assist
- Tire Pressure Monitoring System with display screen
- Electronic Stability Control^[7] with Hill Start Assist, Trailer Sway Control, Electronic Roll Mitigation, Rain Brake Support, Ready Alert Braking and Traction Control

CAPABILITY & FUNCTIONALITY

- 5-link coil spring rear suspension
- 4.10 rear axle ratio
- Bilstein[®] gas-charged monotube shocks
- Front disconnecting stabilizer bar
- Front WARN[®] electric winch
- Class V hitch receiver
- 4- and 7-pin trailer wiring harness
- Manual shift-on-the-fly transfer case
- Fuel tank and transfer case skid plate
- Tru-Lok[®] front and rear differentials
- Transmission oil cooler
- Heavy-duty front and rear shock absorbers

POWER WAGON CREW



GREY/SILVER DECAL PACKAGE* shown on Blue Streak
Also included on True Blue, Maximum Steel, Deep Cherry Red, Crystal Pearl and Flame Red (Flame Red receives Red billets)

POWERTRAIN

- 6.4L HEMI V8 with 6-speed Automatic

POWER WAGON LARAMIE CREW



POWERTRAIN

- 6.4L HEMI V8 with 6-speed Automatic

» ENHANCEMENTS vs. POWER WAGON «

INTERIOR AMENITIES

- Dual-zone air conditioning with automatic temperature control
- Leather-faced heated and ventilated 40/20/40 front bench seat
- Rear 60/40 folding bench seat
- Power 10-way driver and 6-way passenger seats with power lumbar adjust
- Memory feature for radio/Driver's seat/mirrors
- Uconnect 8.4A Multimedia Centre (NAV-ready)^[10]
- Heated leather-wrapped steering wheel with audio controls
- LED interior lighting
- Overhead console with universal garage door opener^[13]
- Centre armrest with storage and three cup holders
- Front-centre-seat cushion with storage
- 115-volt auxiliary power outlet
- Remote USB port (charging only)
- Ten amplified speakers including subwoofer
- Media hub (with USB port, SD card slot and auxiliary input jack)
- Woodgrain instrument-panel accent

EXTERIOR FEATURES

- Monotone exterior paint
- Body-colour fender flares
- Premium bi-function halogen projector headlamps with chrome surround
- Power folding, heated, 6- x 9-inch chrome mirrors, auto-dimming, with memory, supplemental turn signals and courtesy lamps
- Chrome grille surround with bright insert
- Chrome door handles

SAFETY & SECURITY

- ParkView[®] Rear Back-up Camera^[12]
- Security alarm

ST REGULAR/CREW

» STANDARD EQUIPMENT «

INTERIOR AMENITIES

- Air conditioning
- Heavy-duty vinyl 40/20/40 bench seat
- 3.5-inch Electronic Vehicle Information Centre
- Uconnect™ 3.0 Multimedia Centre
- Power locks/front windows (Crew Cab)
- Six speakers
- Front armrest with storage and three cup holders (with automatic)
- Rear underseat storage compartment (Crew Cab)
- Rear in-floor storage bins (Crew Cab)
- Media hub with USB port and auxiliary input jack
- 12-volt auxiliary power outlet

EXTERIOR FEATURES

- Automatic quad-lens halogen headlamps
- Black grille with black hex-link insert
- Black door handles and black front/rear bumpers
- Power heated 6- x 9-inch black mirrors, manually folding (2500 Crew Cab)
- Power heated 7- x 11-inch black Trailer Tow mirrors, manually folding with supplemental turn signals and courtesy lamps (3500 Crew Cab)
- LT245/70R17E BSW All-Season tires (2500)
- LT275/70R18 BSW All-Season tires (3500 SRW)

SAFETY & SECURITY

- Six air bags including driver/front-passenger multistage, side-curtain and front seat-mounted side^[1]
- Four-wheel disc antilock brakes with Brake Assist
- Tire Pressure Monitoring System
- Electronic Stability Control^[2] with Hill Start Assist, Trailer Sway Control, Electronic Roll Mitigation, Rain Brake Support, Ready Alert Braking and Traction Control

CAPABILITY & FUNCTIONALITY

- 5-link coil spring rear suspension (2500)
- Heavy-duty Hotchkiss rear suspension (3500)
- Single Rear Wheel (SRW)
- Ram Active Air™ Intake (all diesel engines)
- "Smart" Diesel Exhaust Brake (all diesel engines)
- 4- and 7-pin trailer wiring harness
- Class V hitch receiver
- Front/rear heavy-duty shock absorbers
- Antispin differential rear axle (3500)
- Manual shift-on-the-fly transfer case (4x4)

SLT REGULAR/CREW/MEGA

» ENHANCEMENTS vs. ST «

INTERIOR AMENITIES

- Cloth 40/20/40 bench seat
- SiriusXM Satellite Radio^[3] (including one-year subscription)
- Carpet floor covering
- Floor mats
- Behind-the-seat storage (Regular/Mega Cab[®])
- Power rear sliding window (Crew/Mega Cab)
- Overhead console
- Premium door trim with map pocket
- Instrument-panel colour-keyed accents
- Traveller/mini-trip computer
- Temperature and compass display

EXTERIOR FEATURES

- Chrome grille with black honeycomb insert
- Chrome front and rear bumpers
- LT275/70R18 BSW All-Season tires

SAFETY & SECURITY

- Remote keyless entry

CAPABILITY & FUNCTIONALITY

- Electronic shift-on-the-fly transfer case (4x4)

OUTDOORSMAN CREW

2500 4x4 ONLY

» ENHANCEMENTS vs. SLT «

INTERIOR AMENITIES

- Front and rear rubber floor mats

EXTERIOR FEATURES

- Body-colour grille with black hex-link insert
- Fog lamps
- Lower two-tone paint, fender flares and front/rear bumpers in Granite Crystal Metallic
- LT275/70R18 OWL On/Off-Road tires
- Tow hooks
- Antispin differential rear axle
- Transfer case skid plate

LARAMIE CREW/MEGA

» ENHANCEMENTS vs. SLT «

INTERIOR AMENITIES

- Dual-zone automatic temperature control
- Premium 7-inch customizable in-cluster display centre
- Leather-faced heated and ventilated 40/20/40 front bench seat
- Rear 60/40 folding bench seat
- Power 10-way driver and 6-way passenger seats with power lumbar adjust
- Memory feature for radio/driver's seat/mirrors
- Heated leather-wrapped steering wheel with audio controls
- Uconnect™ 8.4A Multimedia Centre (NAV-ready)^[10]
- Hands-free communication^[9] with Bluetooth® streaming audio
- LED interior lighting
- Woodgrain instrument-panel accent
- Centre armrest with storage and three cup holders
- 115-volt auxiliary power outlet
- Remote USB port (charging only)
- Media hub (with USB port, SD card slot and auxiliary input jack)
- Ten amplified speakers including subwoofer
- Overhead console with universal garage door opener^[13]

EXTERIOR FEATURES

- Chrome grille with chrome insert
- Body-colour/chrome door handles
- Premium bi-functional halogen projector headlamps with chrome surround
- Premium LED taillamps (turn/stop/tail/runnings lights) with chrome surround
- Power folding, heated, 6- x 9-inch chrome mirrors, auto-dimming, with memory, supplemental turn signals and courtesy lamps (2500)
- Power, heated, 7- x 11-inch chrome mirrors with memory, supplemental turn signals and courtesy lamps (3500)
- Lower two-tone paint and fender flares in Bright Silver Metallic
- Fog lamps

SAFETY & SECURITY

- Electronic trailer brake controller
- ParkView® Rear Back-up Camera^[12]
- Security alarm
- Park-Sense® Front and Rear Park Assist System^[12]

LARAMIE LONGHORN CREW/MEGA

(SHOWN IN OPTIONAL MONOTONE PAINT)

» ENHANCEMENTS vs. LARAMIE «

INTERIOR AMENITIES

- Premium full leather low-back front bucket seats with laser etching
- Premium leather heated 60/40 split-folding second-row seats
- Front and rear luxury floor mats
- Premium instrument cluster and interior accents
- Premium door panel trim
- Uconnect 8.4A Multimedia Centre with premium navigation^[10]
- Door sill guards
- Premium full-length floor console
- Premium leather-wrapped steering wheel with audio controls

EXTERIOR FEATURES

- Chrome grille with chrome wave-mesh insert
- Lower two-tone paint, fender flares, front/rear bumper and running boards in White Gold Metallic
- Spray-in bedliner
- Tow hooks

SAFETY & SECURITY

- Power adjustable pedals with memory
- Remote start system

LARAMIE LIMITED CREW/MEGA

» ENHANCEMENTS vs. LARAMIE LONGHORN «

INTERIOR AMENITIES

- Premium Black full leather front bucket seats with real wood accents and audio controls
- Luxury front and rear floor mats

EXTERIOR FEATURES

- RamBox® Cargo Management System (6'4" box only on 2500/3500 SRW)
- Chrome wheel-to-wheel side steps
- Painted front and rear bumpers
- Monotone exterior paint

SAFETY & SECURITY

- Rain-sensing windshield wipers
- Auto high-beam headlamp control

» OPTIONAL EQUIPMENT «

	ST	SLT	OUTDOORSMAN	POWER WAGON® ST	POWER WAGON	POWER WAGON	LARAMIE	LARAMIE LONGHORN	LARAMIE LIMITED
POWERTRAIN									
5.7L HEMI® V8 / 6-speed Automatic Transmission	S	S	S	—	—	—	S	S	S
6.4L HEMI V8 / 6-speed Automatic Transmission	0	0	0	S	S	S	0	0	0
6.7L Cummins® Turbo Diesel / 6-speed Manual Transmission	0	0	—	—	—	—	0	—	—
6.7L Cummins Turbo Diesel / 6-speed Automatic Transmission	0	0	—	—	—	—	0	0	0
6.7L Cummins Turbo Diesel / 6-speed AISIN® Automatic Transmission (3500 models only)	0	0	—	—	—	—	0	0	0
INTERIOR									
Cloth 40/20/40 Front Bench Seat	0		0						
Premium Cloth 40/20/40 Front Bench Seat		0	0	0					
Premium Cloth Front Bucket Seats		0	0						
Leather-Faced High-Back Front Bucket Seats						0			
Premium Leather Front Bucket Seats (without laser etching)							0		
Premium 7-Inch Customizable In-Cluster Display Centre (included with Luxury Group)			P		P				
Uconnect™ 5.0 Multimedia Centre	0	0	0						
Uconnect 8.4A Multimedia Centre (NAV-ready) ^[10]		0	0	0					
Uconnect 8.4AN Multimedia Centre with Premium Navigation ^[10]		0	0	0	0	0	0		
Hands-Free Communication ^[9] with Bluetooth® streaming audio (included with Uconnect™ 5.0, 8.4A and 8.4AN)	P	P	P	P	P	P	P	P	P
SiriusXM Satellite Radio ^[8] (including one-year subscription) (included with Uconnect 5.0, 8.4A and 8.4AN)	0	P	P	0	P	P	P	P	P
Ten Amplified Speakers (including subwoofer) (Crew and Mega Cab®)	0		0						
EXTERIOR									
Chrome Wheel-to-Wheel Side Steps (Crew Cab and Mega Cab SRW only)	0	0	0				0	0	
Black Power 7-x 11-Inch Trailer Tow Mirrors, Manually Folding, Heated, with Supplemental Turn Signals and Courtesy Lamps (optional with ST Regular Cab only for 3500)	0	0	0	0	0				
Chrome Power 7-x 11-Inch Trailer Tow Mirrors, Heated, Manually Folding, with Memory, Supplemental Turn Signals and Courtesy Lamps (2500 only)							0	0	
Black Power 7-x 11-Inch Trailer Tow Mirrors, Heated, Manually Folding, with Memory, Supplemental Turn Signals and Courtesy Lamps (optional with Black Appearance Group on 2500; included with Black Appearance Group on 3500)						O/P			
Black Power Folding 6-x 9-Inch, Heated, Auto-Dimming, Supplemental Turn Signals and Courtesy Lamps (included with Luxury Group on 2500 only)	P	P	P						
7-x 11-Inch Black, Manually Folding (included with Power and Remote Entry Group on 2500 Regular Cab only)	P								
Fog Lamps (ST and SLT)	0	0							
Monotone Paint (included with Black Appearance Group on Laramie; includes body-colour fender flares on Laramie and Longhorn; Longhorn models also include Chrome Tubular Side Steps, Bright Front/Rear Bumpers and 18-inch Polished Aluminum Wheels)					O/P	0			
Power Sunroof (Crew Cab and Mega Cab)	0				0	0	0		
SAFETY AND SECURITY									
Electronic Trailer Brake Controller	0	0	0	0					
Cargo-View Camera (not available on ST)		0	0		0	0	P	P	P
ParkView® Rear Back-up Camera ^[12]	0	0	0	0	0				
Remote Start System (included with Comfort Group; requires automatic transmission)		O/P	0		0	0	0		
Power Adjustable Pedals (with automatic only)	0	0	0						
Power Adjustable Pedals with Memory (with automatic only)						0	0		
Park-Sense® Front and Rear Park Assist ^[12] (optional on ST Crew Cab and Mega Cab models for Fleet only)	0	0	0	0					
Remote Keyless Enter 'n Go™ with Proximity Entry (requires automatic transmission and remote start system)						0	0		
CAPABILITY AND FUNCTIONALITY									
Auto-Level Rear Air Suspension	0	0	0				0	0	0
Dual Rear Wheels (3500 only; not available on Crew Cab with 6'4" box)	0	0	0				0	0	0
Dual 220-Amp Alternators	0	0	0	0	0	0	0	0	0
Auxiliary Instrument Panel-Mounted Switches	0	0	0				0	0	0
Electronic Shift-on-the-Fly Transfer Case (4x4 only)	0								
Antispin Rear Differential (2500 models only)	0	0	0				0	0	0
4,491 kg (9,900 lb) Gross Vehicle Weight Rating (2500 Crew Cab and Mega Cab models only)	0	0	0				0	0	0
Spray-In Bedliner	0	0	0	0	0	0	0		
Soft Tri-Fold Tonneau Cover	0	0	0	0	0	0	0	0	0
PACKAGE GROUPS									
SXT Appearance Group — Includes bright grille, bright front and rear bumpers, LT275/70R18E BSW All-Season tires, 18-inch chrome-clad steel wheels (2500/3500 SRW); and 17-inch steel wheels (3500 DRW); Also includes ST Popular Equipment Group with cloth 40/20/40 bench seat, carpet floor covering, remote keyless entry on Crew Cab, front and rear floor mats and Sirius XM Satellite Radio (with one-year subscription)	0								
Black Appearance Group — Includes Black monotone exterior paint, Black door handles, Black mirrors (6 x 9-inch power folding on 2500, 7 x 11-inch manually folding on 3500), Black Ram's head and 4x4 tailgate badges, projector headlamps and LED taillamps with Black surround, Black-painted front and rear bumpers, Black grille surround, 20-inch Black-painted aluminum wheels and LT285/60R20E OWL On/Off-Road tires						0			
Luxury Group — Includes overhead console with Universal Garage Door Opener, ^[13] sun visors with illuminated vanity mirrors, Black power-folding 6 x 9-inch heated auto-dimming mirrors with courtesy lamps and supplemental turn signals (2500 models), premium 7-inch customizable in-cluster display centre, glove box and underhood lamps, rear dome lamp with on/off switch and leather-wrapped steering wheel with audio controls	0	0	0	0	0				
SLT Plus Décor Group — Includes Luxury Group, antispin differential rear axle, trailer brake control on Crew Cab, fog lamps, bright grille with bright billets and 18-inch forged polished aluminum wheels (2500 Crew Cab and Mega Cab only)	0								
Protection Group — Includes transfer case skid plate and tow hooks on 2500 models (4x4 only)	0	0				0	0	0	
Heavy-Duty Snowplow Prep Group — Includes 180-amp alternator (with 5.7L V8), 220-amp alternator (with diesel and 6.4L V8) and transfer case skid plate (4x4 only)	0	0	0			0	0		
Convenience Group — Includes rain-sensing windshield wipers and Auto High-Beam Headlamp Control						0	0	0	
Fifth-Wheel/Gooseneck Trailer Towing Prep Group — Includes factory-installed rear axle structural crossmember, fifth-wheel/gooseneck hitch-mounting provision in the box floor specifically designed for Mopars hitch accessories and a 7-pin wiring connector integrated into the rear of the bed	0	0	0			0	0	0	

O = Optional. P = Available within package noted.

For full option details, visit RAMTRUCK.CA

TRAILER TOWING AND PAYLOAD HIGHLIGHTS*

RAM 2500									
TOWING [†] , kg (lb) (Fifth Wheel with Automatic)			REGULAR CAB		CREW CAB			MEGA CAB [®]	
Engine	Axle Ratio	GCWR	4x2	4x4	4x2	4x4	4x2	4x4	4x2
5.7L HEMI® V8/ 66RFE 6-speed automatic	3.73	8165 (18,000) SRW	5380 (11,860)	5212 (11,490)	5212 (11,490)	5080 (11,200)	5135 (11,320)	4985 (10,990)	5008 (11,040)
	4.10	9072 (20,000) SRW	6287 (13,860)	6119 (13,490)	6119 (13,490)	5988 (13,200)	6042 (13,320)	5892 (12,990)	5915 (13,040)
6.4L HEMI V8/ 66RFE 6-speed automatic	3.73	8845 (19,500) SRW	6033 (13,300)	5865 (12,930)	5861 (12,920)	5706 (12,580)	5788 (12,760)	5625 (12,400)	5543 (12,220)
	4.10	10,206 (22,500) SRW	7394 (16,300)	7226 (15,930)	7221 (15,920)	7067 (15,580)	7149 (15,760)	6985 (15,400)	7022 (15,220)
6.7L Cummins® Turbo Diesel I-6/ 68RFE 6-speed automatic	3.42	11,340 (25,000) SRW	8151 (17,970)	7961 (17,550)	7961 (17,550)	7802 (17,200)	7874 (17,360)	7725 (17,030)	7779 (17,150)
PAYLOAD [‡] , kg (lb)			GVWR	4x2	4x4	4x2	4x4	4x2	4x4
5.7L HEMI V8/66RFE 6-speed automatic		4082 (9000) SRW	1374 (3030)	1207 (2660)	1207 (2660)	1075 (2370)	1129 (2490)	980 (2160)	1002 (2210)
		4536 (10,000) SRW	1801 (3970)	1633 (3600)	1628 (3590)	1474 (3250)	1556 (3430)	1393 (3070)	1429 (3150)
6.4L HEMI V8/66RFE 6-speed automatic		4536 (10,000) SRW	1424 (3140)	1234 (2720)	1234 (2720)	1075 (2370)	1148 (2530)	998 (2200)	1052 (2320)
		4536 (10,000) SRW	1424 (3140)	1234 (2720)	1234 (2720)	1075 (2370)	1148 (2530)	998 (2200)	1052 (2320)
6.7L Cummins Turbo Diesel I-6/ 68RFE 6-speed automatic		4536 (10,000) SRW	1424 (3140)	1234 (2720)	1234 (2720)	1075 (2370)	1148 (2530)	998 (2200)	1052 (2320)

RAM 3500									
TOWING[†], kg (lb) (Fifth Wheel with Automatic)			REGULAR CAB		CREW CAB			MEGA CAB</th	

» PAINT «



Black



Black Gold Pearl



Bright White



Bright Silver Metallic



Blue Streak Pearl



Deep Cherry Red Crystal Pearl



Flame Red



Maximum Steel Metallic



Granite Crystal Metallic



Prairie Pearl



True Blue Pearl



Western Brown Pearl

» WHEELS «

2500 AND 3500 SINGLE REAR WHEELS (SRW)



17-INCH STYLED STEEL
Standard on 2500 ST



17-INCH ALUMINUM
Standard on 2500 Power Wagon® ST,
Power Wagon and
Power Wagon Laramie



18-INCH STEEL
Standard on 3500 ST



18-INCH CHROME-CLAD STEEL
Standard on 2500 and
3500 SXT and SLT



18-INCH FORGED
POLISHED ALUMINUM
Standard on 2500 Outdoorsman and
SLT with SLT Plus Décor Group
Available on 2500 and 3500 SLT



18-INCH POLISHED ALUMINUM
Standard on 2500 and
3500 Laramie



18-INCH POLISHED ALUMINUM
WITH SILVER PAINTED POCKETS
Standard on 2500 and
3500 Laramie Longhorn with
Monotone Exterior Paint



18-INCH POLISHED ALUMINUM
WITH WHITE GOLD PAINTED POCKETS
Standard on 2500 and
3500 Laramie Longhorn with
Two-Tone Exterior Paint



20-INCH POLISHED ALUMINUM
WITH SILVER PAINTED POCKETS
Available on 2500 and
3500 Laramie Longhorn with
Monotone Exterior Paint



20-INCH POLISHED ALUMINUM
WITH WHITE GOLD PAINTED POCKETS
Available on 2500 and
3500 Laramie Longhorn with
Two-Tone Exterior Paint



20-INCH POLISHED ALUMINUM
Standard on 2500 and
3500 Laramie Limited
Available on 2500 Outdoorsman SLT
and Laramie, 3500 SLT and Laramie



20-INCH BLACK
PAINTED ALUMINUM
Included with Black
Appearance Group on Laramie

3500 DUAL REAR WHEELS (DRW)



17-INCH ARGENT STEEL
Standard on 3500 ST



17-INCH STEEL WITH
BRIGHT WHEEL SKINS
Standard on 3500 SXT and SLT
Available on 3500 SLT



17-INCH ALUMINUM
Standard on 3500
Laramie Limited
Available on 3500 SLT



17-INCH PREMIUM ALUMINUM
Standard on 3500
Laramie Longhorn

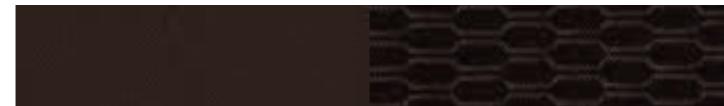
» FABRICS «



Heavy-Duty Vinyl — Diesel Grey
Standard on ST and Power Wagon ST



Cloth — Diesel Grey
Standard on SXT, SLT, Outdoorsman and Power Wagon; Available on ST



Cloth — Canyon Brown
Standard on SLT, Outdoorsman and Power Wagon



Cloth — Canyon Brown
Available on SLT, Outdoorsman and Power Wagon



Leather-Faced with Perforated Inserts — Black
Available on SLT, Outdoorsman and Power Wagon



Leather-Faced with Perforated Inserts — Black
Standard on Laramie and Power Wagon Laramie



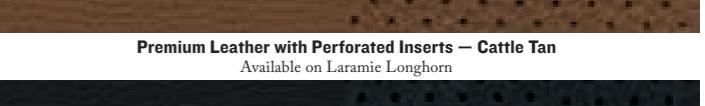
Leather-Faced with Perforated Inserts — Light Frost
Standard on Laramie and Power Wagon Laramie



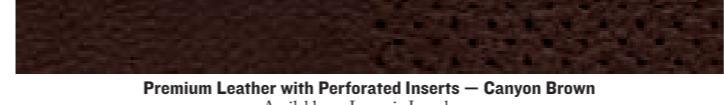
Premium Leather with Perforated Inserts — Cattle Tan
Available on Laramie Longhorn



Premium Leather with Perforated Inserts — Canyon Brown
Available on Laramie Longhorn



Premium Leather with Perforated Inserts — Black
Standard on Laramie Limited



Premium Leather with Perforated Inserts and Laser Etching — Canyon Brown
Standard on Laramie Longhorn

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WARRANTIES: 2014 Chrysler, Jeep®, Dodge and Ram vehicles are backed by a 5-year or 100,000-kilometre* fully transferable Powertrain Limited Warranty with \$0 deductible plus 24-hour roadside assistance.[†] Basic Warranty coverage is for 3 years or 60,000 kilometres.[‡] Rust-through coverage on all body sheet metal is for 3 years. The Cummins Turbo Diesel engine is protected by a separate Limited Warranty, covering the engine for 5 years or 160,000 kilometres.

^{*}Whichever comes first. Some conditions may apply. [†]The 5-Year/100,000-Kilometre Powertrain Limited Warranty does not apply to vehicles sold for certain commercial uses. See your retailer for full details.

CHRYSLER SERVICE CONTRACTS: Chrysler Canada Inc. has a vested interest in your satisfaction and owner experience with your new Ram truck. Chrysler Canada Service Contracts offer extended service plans to help ensure that you'll enjoy your truck for many years down the road. For more information on comprehensive vehicle coverage, see your Ram retailer, call 800-465-2001 or visit chryslercanada.ca/owners

DISCLAIMERS: ⁽¹⁾Based on longevity of entire Ram large pickup segment compared to all competitive large pickups on the road since 1988. Longevity based on IHS Automotive: Polk Canadian Vehicles In Operation data as of July 1, 2013, for model years 1988-2013 for all large pickups sold and available in Canada over the last 26 years. ⁽²⁾Based on 250/2500 and 350/3500 full-size pickups. Based on competitive information available at time of printing. Specific models and optional equipment may be required to achieve maximum ratings. Please see your dealer for full details. ⁽³⁾Based on 250/2500 and 350/3500 full-size pickups. 410 horsepower on Ram Heavy Duty Regular Cab and Crew Cab models, 370 horsepower on Ram 3500 Mega Cab models. ⁽⁴⁾Best-selling based on IHS Automotive: Polk Canadian new vehicle registrations through October 2013 for large diesel pickups under 14,000 lbs GVW. Based on longevity of entire Ram large pickup segment compared to all competitive large pickups on the road since 1988. Longevity based on IHS Automotive: Polk Canadian Vehicles In Operation data as of July 1, 2013, for model years 1988-2013 for all large pickups sold and available in Canada over the last 26 years. ⁽⁵⁾250/2500 and 350/3500 full-size pickups. Specific models and optional equipment may be required to achieve maximum ratings. Please see your dealer for full details. Oil change intervals will vary based on excessive engine run times, operating conditions, maintenance schedules, and driving habits. Excludes biodiesel fuel operation with the Cummins Turbo Diesel engine. See your dealer for full details. ⁽⁶⁾See your retailer for complete details and a copy of the 5-year/100,000-kilometre or 5-year/160,000-kilometre powertrain limited warranty. The AISIN 3-year or 290,000-kilometre is a separate transmission limited warranty. See your Ram retailer for a copy of this limited warranty. ⁽⁷⁾No system can repeal the laws of physics or overcome careless driving actions. Performance is limited by available traction, which snow, ice and other conditions can affect. When the warning lamp flashes, the driver needs to use less throttle and adapt speed and driving behaviour to prevailing road conditions. ⁽⁸⁾Requires SiriusXM Radio subscriptions governed by SIRIUS terms and conditions available at siriusxm.ca. ⁽⁹⁾Must use Bluetooth-compatible phone. Driving while distracted can result in loss of vehicle control. Only use mobile phones and other devices, even with voice command, when it is safe to do so. Phone must support Bluetooth Phone Book Access Profile. ⁽¹⁰⁾Never program while driving. GPS mapping may not be detailed in all areas or reflect current road regulations. ⁽¹¹⁾The advanced front air bags in this vehicle are certified to the Federal regulations for advanced air bags. Children 12 years old and younger should always ride buckled up in a rear seat. Infants in rear-facing child restraints should never ride in the front seat of a vehicle with a passenger front air bag. All occupants should always wear their lap and shoulder belts properly. ⁽¹²⁾Always check entire surroundings before manoeuvring your vehicle. ⁽¹³⁾Not compatible with all garage door openers.

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